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California Public Utilities Commission
Docket Office
505 Van Ness Avenue, 2nd Floor
San Francisco, CA 94102

**Subject: Proposal in response to CPUC RFP
2003 Energy Efficiency Programs
Docket R.01-08-028
Statewide Nonresidential Hard-To-Reach Mobile Energy Workshops
Outreach Program**

ADM Associates, Inc. is pleased to submit one unbound original and six bound copies of our proposal to conduct Statewide Nonresidential Hard-to-Reach Mobile Energy Workshops, under the subject docket number, to the California Public Utilities Commission. This proposal has also been sent via email the R.01-08-028 service list.

Contractual or technical questions pertaining to this proposal can be addressed to Dr. Donald Dohrmann or myself. We are also the persons authorized to negotiate contract terms on behalf of ADM Associates. We may be reached at (916) 363-8383.

We appreciate the opportunity to submit these proposals, and to work with the California Public Utilities Commission.

Very truly yours,



Taghi Alereza,
Principal

TA/rb



**STATEWIDE
NONRESIDENTIAL
HARD-TO-REACH
MOBILE ENERGY WORKSHOPS
OUTREACH PROGRAM**

**Statewide Marketing and Outreach
Program Proposal**

December 2002

Submitted in Response to:
California Public Utilities Commission
R.01-08-028
2003 Energy Efficiency Program Selection

Submitted by:
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1. INTRODUCTION

ADM Associates, Inc. (ADM) is proposing a Statewide Nonresidential Hard-to-Reach Mobile Energy Workshops Outreach Program. The overall objective of this program is to provide information and assistance to small and hard-to-reach commercial customers to help them implement energy efficiency measures. The information and assistance will be provided to the customers in the format of informal workshops. Most of these workshops will be held in “strip-mall” shopping centers, with a high concentration of small, hard-to-reach customers. We are proposing to offer these workshops on a statewide basis to include the service territories of PG&E, SCE, SDG&E, and Southern California Gas Co.

2. PROPOSED BUDGET

Our proposed budget is for a total of \$499,944. The details of our proposed budget are provided in Appendix A, which uses the summary budget format designated by the CPUC.

3. PROPOSED OUTREACH EFFORT

Our outreach effort for the proposed Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program builds directly on procedures that we have been using over the past several years in implementing similar programs for small commercial customers. We already have in place all of the procedures needed to implement this program.

Market research and our experience in implementing other programs has shown that the most effective way of delivering information on energy efficiency to owners/operators of small, hard-to-reach commercial businesses is through face-to-face interactions. Owners/operators of small commercial businesses represent a “hard-to-reach” market. Research has shown that owners/operators of small commercial businesses are usually busy with their day-to-day operation of their facilities and do not feel they can afford the time to attend seminars or to read and digest materials mailed to them.

Accordingly, we use the Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program to disseminate information on energy efficiency to owners and/or operators of small commercial businesses through mobile workshops that we will hold in “strip-mall” shopping centers where the concentrations of small hard-to-reach commercial customers is high.

The energy efficiency information that we will provide to the customers will include pre-prepared templates and brochures on how to save energy and reduce costs for lighting, HVAC, hot water and process loads. The customers will be provided information on how to obtain rebates, and other financial assistance. We review rebate and financial assistance forms with the customers and help them in completing these forms. Additionally, we assist the workshop participants in completing the mail-in energy audit offered by the IOU utilities.

The project will be conducted according to the following three tasks.

3.1 TASK 1: START-UP AND WORKSHOP PROCEDURES

The workshops are conducted in strip malls. The setting for these workshops includes a van, with appropriate signs designating the “Mobile Energy Workshop,” parked in a visible part of the parking lot, with a canopy with covered sides attached to the side of the van. The exposed side of the canopy has a banner with the text “Mobile Energy Workshop” readable from a reasonable distance.



A portable table with folding chairs is placed under the canopy. The van carries the information and material for statewide programs and other third-party programs suitable for these hard-to-reach customers. The van also carries samples of energy conservation measures such as compact fluorescent bulbs, T-8 lamps and electronic ballasts, and programmable thermostats, which are available to familiarize the attendees with these technologies.

3.2 TASK 2: RECRUIT CUSTOMERS AND CONDUCT WORKSHOPS

Each workshop will be conducted informally. We schedule workshops to start throughout the business day, with workshops starting at the beginning of each

hour, on the hour, for the whole day. We arrange the starting and ending times to maximize participation.

Before starting our recruitment process, we will contact each IOU to obtain the appropriate marketing materials for Express Efficiency and other programs offered. Also, we obtain a copy of the mail-in energy audit questionnaire, and information about any financing programs offered by the IOUs or ESCOs.

We also prepare a brochure explaining the objectives of the Mobile Energy Workshop, including reasons for participation, and also incentives for attendees, including a compact fluorescent light bulb for each business owner/manager. This brochure is prepared in at multiple languages, including English, Spanish, Vietnamese and Chinese.

Recruitment will be done by going door-to-door each morning, and inviting the business owners to participate in a workshop.

During each workshop, we first discuss the value of energy cost reduction; particularly explaining how energy cost reduction translates directly to profit for the business owner. We ask if the participants have ever participated in any utility program (in our experience, almost none of the attendees have), or if they have taken energy conservation acts on their own. We also inform them that they are paying, as a part of their utility bills, money that is used for the utility programs. As we tell them, “the best way to gain back your contributions is to participate in energy efficiency programs offered by the utilities and other CPUC-funded programs.”

Next, we introduce technologies applicable to their business and inform them of the energy savings and available rebates. In some cases, the attendees ask our workshop conductors to visit their facility and identify applicable high-efficiency technologies.

We also provide information on ways that the equipment cost can be financed, either through CPUC-supported programs or through programs offered by leasing companies or ESCOs. We assist the participant to fill out the energy audit mail-in questionnaire, and we make arrangements with each utility for processing the mail-in audits.

At the end of each workshop, we give a free compact fluorescent light bulb to each participant. We inform them that by installing this light bulb (which can be bought through the Express Efficiency program), they can save about 12 dollars per year.

3.3 TASK 3: PROGRAM TRACKING

At each workshop, we use a sign-up sheet to obtain information on each participant. This information will include:

- Name of the attendee
- Name of the business
- Address
- Telephone number

We enter this information into a database tracking system, which we use to transmit information to the administrative utility on a monthly basis.

4. MEDIA OUTLETS

Although the main marketing effort for this program is through the on-site workshops, we contact local media outlets in the areas where we will conduct workshops to alert them about the workshops. We expect to contact local newspapers and to coordinate, if possible, with local community organizations.

5. NUMBER OF WORKSHOPS

For our marketing/outreach effort, we expect to hold a total of about 840 workshop-days. The numbers of workshops that we will hold in the different IOU service territories are as follows:

<i>IOU Service Territory</i>	<i>Number of Mobile Energy Workshop-Days</i>	<i>Number of Participants</i>
PG&E	320	5,750
SCE / SoCalGas	400	7,100
SDG&E	120	2,150

6. EXPECTED TARGET AUDIENCE

We are targeting the Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program at owners/operators of small, hard-to-reach commercial businesses. The businesses that we are targeting are in the service territories of the four IOUs (i.e., municipal electric service territories are excluded). Based on our previous work, most of the targeted businesses will have individual owners.

7. NUMBER OF IOU CUSTOMERS TO BE REACHED

We expect to begin the program in January 2003. We anticipate presenting workshops to 15,000 attendees before December 15th, 2003. The average daily participation per workshop will be about 18. We anticipate operating the Mobile Energy Workshop teams six days per week, from Monday through Saturday each week.

8. PLANS FOR COORDINATING WITH STATEWIDE AND LOCAL ENERGY EFFICIENCY PROGRAMS

We expect to have the workshops serve as feeders to other statewide and local programs being implemented by the IOUs and other providers. As noted above, we will contact each IOU to obtain the appropriate marketing materials for Express Efficiency and other statewide programs they will be offering. Also, we will obtain a copy of the mail-in energy audit questionnaire, and information about any financing programs offered by the IOUs or ESCOs. We coordinate with the IOUs so that they can send completed audit forms to the customers.

9. EVALUATION METHODS

As part of the implementation plan that we will prepare for the Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program, we prepare a plan for measuring and evaluating the program's effects. Our preliminary outline of that plan is presented here. A more detailed plan would be prepared for the implementation plan.

At the end of the program, we use the data in the tracking system (discussed in Section 3.3) to prepare an evaluation of the program's effects. This evaluation will include information about all activities undertaken as part of the program, including the number of small businesses that were marketed to.

To measure and evaluate the effects of the program, we assess the number of small business owners/operators who attended the workshops. During the implementation of the program, we collect data on workshop attendees that we enter into a program tracking system. For purposes of our evaluation effort, we collect additional information through telephone surveying in which we ask a sample of attendees about any energy efficiency improvements that they may have made in response to the information they received during the workshops.

10. ADM EXPERIENCE

ADM has considerable relevant experience in conducting marketing to hard-to-reach commercial businesses and in delivering energy efficiency programs to such customers.

10.1 EXPERIENCE WITH MARKETING, MEDIA CAMPAIGNS AND EDUCATIONAL OUTREACH

With funding from Southern California Gas Company, we have already been providing mobile energy workshops in SCG's service territory that are the prototypes for the workshops that we are proposing to provide through the Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program. We have been conducting mobile energy workshops in the service territory of Southern California Gas since June 2002. Thus far, we have had over 1,200 attendees at our workshops. These attendees would not have participated in other types of marketing and information dissemination processes, either because their first language is not English or because they do not have enough time to participate in workshops that are located away from their locale and that would require them to be away from their businesses. Therefore, they would have no knowledge of assistance available through other utility programs.

We have also marketed energy efficiency to owners/operators of small hotels/motels through the Lodging Industry Education Program that we implemented for Southern California Gas. For that program, we produced and distributed newsletters that contained information for small hotels/motels on many aspects of operating and maintaining a lodging facility, with specific details given on possible energy efficiency improvements and utility rebates. The newsletters also contained information on other topics of interest to hotel/motel operation, such as boiler emission regulations, new technologies, useful operation and maintenance tips and available financing. We established an information website for owners/operators of small hotels/motels (www.socalodging.com). Examples of newsletters that we prepared during the project are available on the website.

10.2 EXPERIENCE WITH ENERGY EFFICIENCY PROGRAM DELIVERY

ADM's capabilities and qualifications for offering the Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program build on our experience in general in working with small business firms on issues of energy efficiency. Examples of our experience with energy efficiency program delivery include the following.

- **Mobile Energy Clinic**

For: CPUC

Southern California Gas Company

Under the CPUC's 2002-2003 Local Energy Efficiency Program, ADM is implementing a Mobile Energy Clinic Program in the service territories of SCE and SCG. The Mobile Energy Clinic and Diagnostic Services Program is a program that ADM originally implemented for SoCalGas that focuses on improving energy efficiency for small businesses by making no-cost/low-cost improvements for energy efficiency and by providing diagnostics of energy-using equipment for small businesses. Small businesses that participate in this program have actual no-cost/low-cost improvements made to their equipment. They also have their HVAC performance tested, condensor coils cleaned, filters changed, lighting systems evaluated, and other energy using equipment such as water heaters, compressors and process equipment checked for proper use. Owners/managers are given a checklist of other energy efficiency actions that they can take.

- **Upstream High-Efficiency Gas Water Heater Program**

For: CPUC

Southern California Gas Company

Under the CPUC's 2002-2003 Local Energy Efficiency Program, ADM is implementing an Upstream High Efficiency Gas Water Heater Program in the service territory of PG&E. From 1999 through 2001, ADM was under contract to SoCalGas to implement a similar upstream high efficiency gas water heater program. The purpose of this program has been to increase the sales of higher efficiency gas water heaters by working with manufacturers, wholesaler/distributors, water heater dealers, and plumbing contractors throughout SoCalGas's service territory. Our work has included meeting with the market actors, preparing point-of-purchase materials for retailers, and providing incentives.

- **Beverage Vending Machine Program**

For: Southern California Edison Company

Under contract with SCE, we implemented an Energy Savings Program for Beverage Vending Machines. We installed VendingMisers™ or time clocks (as appropriate) on 3,400 vending machines in SCE's service territory. The control strategies were defined by (1) whether the vending machine is lighted and (2) whether the location of the machine will permit use of a time clock or requires use of a VendingMiser™. Most of these savings went to small commercial customers, who were the particular target for the program.

- **Energy Efficiency Site Surveys of Commercial, Industrial, and Agricultural Facilities**

For: Pacific Gas and Electric

In this project for PG&E, we are conducting surveys of commercial, industrial, and agricultural customer facilities to identify and analyze the energy efficiency opportunities using the 1-2-3 tiered approach to energy conservation. For Tier 1, we identify and analyze the no-cost energy efficiency opportunities in each customer facility. For Tier 2, we identify and analyze the low-cost energy efficiency opportunities in each customer facility. For Tier 3, we identify and analyze customer facilities with a view to identifying energy efficiency opportunities that will require major financial investments on the part of the customers. All recommendations target and prioritize measures and technologies that deliver both immediate and long-term peak-period kW demand savings and annual kWh and therm savings.

- **Energy and Water Efficiency Services Support**

For: Colorado Springs Utilities

Under this contract with the City of Colorado Springs Utilities, ADM provided energy and water efficiency services for CSU's industrial and large commercial customers. We provided feasibility evaluations for energy and water efficiency projects and provided design plans for energy and water efficient projects. In addition, we provided training on energy and water efficiency projects for CSU staff.

- **Technical Support to Demand Side Management Unit**

For: Jamaica Public Service Company, Ltd.

Under a contract with the Jamaica Public Service Company, ADM is providing technical support to JPSCo's Demand Side Management Unit. We have provided a Resident Consultant who works with JPSCo staff in planning demand-side management programs for JPSCo's customers. Subject areas for which we are providing technical support include program planning and implementation, cogeneration feasibility studies, energy auditing, building codes, simulation modeling, monitoring, and program evaluation.

- **Technical Audits for Large Industrial Customers**

For: Power Agency of California

Under contract with the Power Agency of California, we conducted audits of large industrial electricity customers in order to identify appropriate energy efficiency improvements. To support this activity, we developed the audit form to be used in data collection, conducted on-site interviews of plant

personnel on facility operations, collected other relevant data on-site, evaluated the collected data, and prepared engineering estimates of the energy savings for energy efficiency improvements for each of the audited facilities. Estimates of expected savings were developed through engineering calculations or through simulations with computerized energy analysis models.

- **Business Energy Advocates Program for Small Business**

For: California Energy Extension Service

ADM provided marketing and technical support services on energy conservation for a program to encourage small business firms in California to adopt techniques and technologies that reduce energy consumption and costs. The program was also intended to reduce the barriers encountered by business firms in gaining access to energy management techniques and practices. We identified energy conservation measures that are particularly applicable to given types of businesses and supported their applications for utility company incentive payments and low-interest small business loans.

- **Commercial Audits Project**

For: Entergy Services, Inc.

For Entergy, we performed the Commercial Audits Project. We performed on-site audits at about 650 commercial facilities throughout Entergy's service area. Using the data collected through these audits, we prepared customer-specific DOE-2 analyses of energy savings from conservation measures. We prepared audit reports for the individual customers and also aggregated the data to prepare system-level estimates of the saturations of various end-use technologies and DSM measures.

- **Energy Audit Services for Small and Medium Commercial and Industrial Customers**

For: El Paso Electric

For El Paso Electric, ADM provided energy audit services to its small- and medium-size commercial and industrial customers. We conducted energy audits for approximately 250 small C&I customers and for approximately 75 medium C&I customers. The audit services included collecting data on-site, preparing an analysis of energy use and potential energy efficiency measures (using our *CPA 123* model), and preparing an audit report for each customer audited.

11. QUALIFICATIONS OF SUBCONTRACTORS

ADM will not have any subcontractors for this program.

12. DISCLOSURE OF FINANCIAL OR ORGANIZATIONAL RELATIONSHIPS

ADM Associates has no financial or organizational relationships that could result in potential conflicts of interest.

13. TIMELINE FOR PROGRAM IMPLEMENTATION

Our proposed timeline for implementation of the Statewide Nonresidential Hard-to-Reach is shown in the Gantt chart in Figure 13-1.

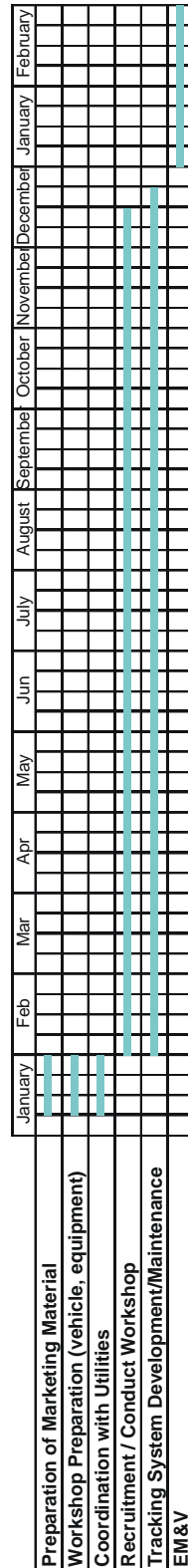


Figure 13-1. Timeline for Program Implementation

APPENDIX A: COST PROPOSAL DETAIL

This appendix provides extended detail of our cost proposal for this project. The details are provided in the following Excel table, which uses the summary budget format designated by the CPUC.

Budget Summary for Marketing / Outreach Proposals		
Item	\$	% of Total Program Budget
Administrative Costs		
Labor	\$176,000.00	35%
Benefits	\$45,760.00	9%
Travel / Conference / Training	\$16,000.00	3%
Reporting / Tracking / Development - Information Services	\$12,320.00	2%
Materials & Handling	\$6,000.00	1%
Overhead and General and Administrative Costs	\$204,864.00	41%
Subcontractor Administrative Costs		
Total Administrative Costs	\$460,944.00	92%
Marketing / Advertising / Outreach Costs		
Brochures (20,000 copies of 1 brochure)	\$9,000.00	2%
Total Marketing / Advertising / Outreach Costs	\$9,000.00	2%
Evaluation, Measurement and Verification Costs		
Labor	\$12,000.00	2%
Benefits	\$5,000.00	1%
Travel / Conference / Training	\$2,000.00	0.40%
EM&V Reporting Costs	\$500.00	0.10%
Materials & Handling	\$500.00	0.10%
Overhead and General and Administrative Costs	\$5,000.00	1%
Total Evaluation, Measurement and Verification Costs	\$25,000.00	5%
Other Costs		
Profit	\$5,000.00	1%
Financing Cost		
Total Other Costs	\$5,000.00	1%
Budget Grand Total	\$499,944.00	

APPENDIX B: KEY PERSONNEL

This appendix provides brief descriptions of the qualifications of the project personnel.

Taghi Alereza, P.E., who is President of ADM, will be the Principal-in-Charge of the work. Mr. Alereza is a nationally recognized expert in building energy simulation and modeling. He has pioneered the development of several state-of-the-art simulation procedures and models. Mr. Alereza has led ADM's effort to develop and implement two statewide residential programs during the 1998 program year. He conceived and developed the "Residential Duct Efficiency Program," which was implemented in the service territories of Pacific Gas and Electric, Southern California Edison, Southern California Gas and San Diego Gas and Electric. Mr. Alereza also conceived the Local Energy Assistance Program (LEAP), which was implemented in the PG&E, SCE and SCG service areas. This program provided extensive training to developer/builders, local government staff and elected officials. He has directed the design and implementation a variety of energy efficiency programs, including the following:

- Mobile Energy Clinic, designed and implemented for Southern California Gas Company;
- Lodging Industry Education And Audit Program – designed and implemented for Southern California Gas Company;
- Upstream High Efficiency Residential Water Heater Program, implemented for Southern California Gas Company;
- Refrigerated Vending Machine Cycling Program, designed and implemented for Southern California Edison Company; and
- Performance Assurance Project, designed and implemented simplified building commissioning project for Southern California Edison Company and San Diego Gas and Electric Company.

Mr. Alereza holds a Bachelor of Mechanical Engineering degree from Auburn University and has completed an MS and the coursework for D.Sc. in mechanical engineering from the George Washington University. He is a member and past chairman of ASHRAE Technical Committee 9.6 (Energy Utilization), which is responsible for developing and applying protocols for assessing energy use in buildings, and the cognizant TC for the ASHRAE Standard 90.2. He is a registered professional engineer in California.

Dr. Donald Dohrmann is a Principal of ADM Associates and Director of Economic Studies. He is responsible for program design and marketing activities.

Dr. Dohrmann has technical expertise in economics, survey design, and statistical analysis. He was responsible for preparing the designs and conducting the data analysis for surveys of building departments and homebuilders that ADM conducted during a Residential Building Standards Confidence and Sensitivity Study for the California Energy Commission. He has also developed and applied analytical methodologies for evaluating DSM programs, including evaluations of Portland General Electric's commercial new construction programs, Northern States Power's high efficiency motors and adjustable speed drives programs, Pacific Gas and Electric's Commercial New Construction Program and its Nonresidential Energy Management Services Programs. He has been responsible for designing the statistical sampling plans for surveys of households and commercial firms that ADM has conducted for various companies, including Pacific Gas and Electric Company, Southern California Edison Company, the Bonneville Power Administration, Florida Power and Light, and other utilities. He has also been responsible for preparing and conducting the analysis of the data collected in these surveys. Dr. Dohrmann received his B. S. in economics from Iowa State University and his M. A. and Ph. D. in economics from Yale University.

Dr. Safdar Chaudhry is a Senior Engineer at ADM Associates, Inc. He will provide assistance to the field auditors. While at ADM, Dr. Chaudhry has performed engineering analysis and evaluations for several residential, commercial and industrial facilities conducted for several utilities including PGE, SMUD, SCE and B.C. Hydro. He conducted on-site inspections, analysis, energy conservation recommendations and report preparation in most of these projects, and has been responsible for organizing and managing several other energy efficiency improvement projects. During the past six years, he has been extensively involved in conducting simulations of commercial buildings using the DOE-2 building energy simulation model. He has conducted hundreds of simulation benchmarks and energy evaluations using DOE-2 for several energy auditing evaluation projects. He speaks Pakistani as well as English.

Lon Smith is a Senior Associate at ADM Associates, Inc., responsible for development and conducting training in the areas of HVAC systems. He has extensive experience in refrigeration, transport and control systems in residential, commercial and industrial buildings. During his previous employment of 20 years with United Refrigeration Inc., Honeywell Inc., and New England Sheet Metal Works, Inc., he has developed an exceptional understanding of not only the theoretical aspects of HVAC and refrigeration systems, but also he has mastered the practical side of these systems as well. In the past, he has provided consultation to HVAC designers, and has conducted training in refrigeration and

control systems. Mr. Smith was an instructor at the State Center College District. He taught classes in pneumatic, electrical and electronic controls for commercial, residential and industrial mechanical systems. He has also taught classes on refrigerant types and their application, refrigerant recovery and power distribution systems, and their application to power line carrier transmissions. Some of the projects that Mr. Smith has been responsible for include:

- For the Mobile Energy Clinic Program that ADM performed for Southern California Gas Company, he prepared field procedures and trained field staff.
- For the Upstream High Efficiency Water Heater Program that ADM performed for Southern California Gas Company, he was responsible for coordination of wholesalers, verification and payment.

Mr. Smith is a licensed Energy Auditor for the Environmental Protection Agency and the California Energy Commission. He earned his Bachelor of Arts in Communications from California State University Fresno.

Angelo Mineo, who is a Senior Engineer at ADM, has considerable experience in on-site data collection and end-use monitoring. For the past eight years at ADM, he has conducted on-site data collection and end-use monitoring for many major utilities in the U.S. As an end-use monitoring specialist, he has conducted end-use metering of many commercial and industrial buildings. His experience includes on-site data collection, installing, inspecting and verifying monitoring equipment and validating collected data for our projects for B.C. Hydro, Northern States Power, Entergy Services, Inc., SCE and Los Angeles Department of Water and Power. Examples of specific tasks that Mr. Mineo has conducted include:

- Performed data collection and end-use monitoring for the Commercial Program Evaluation conducted for Central Power and Light Co. in Texas.
- Performed data collection and end-use monitoring of fixed and adjustable-speed motors for the evaluation of Northern States Power's Motors program.
- Performed data collection and end-use monitoring of Commercial buildings in Arkansas, Texas, Mississippi and Louisiana for the development of end-use load shapes for Entergy Services Co.
- Has been conducting on-site inspections and data collection for the Nonresidential Retention study being conducted for Southern California Edison Co. for the past 6 years.

Mr. Mineo earned his Bachelor of Science in Electrical Engineering from California State Polytechnic University. He speaks Spanish and Italian as well as English.

Mahmoud Fouladi, a Mechanical Engineer at ADM, has considerable experience in performing energy audits and building energy analysis, recommending energy efficiency measures and providing quality control for various commercial and industrial projects. During the past seven years he has participated in more than ten major commercial & industrial data collection projects conducted by ADM. He has been conducting on-site data collection on commercial and industrial facilities as a member of the field staff for the Non-Residential Measure Retention Study that ADM has been performing for Southern California Edison for the past five years. Other projects that Mr. Fouladi has participated in include:

- Performed on-site data collection and monitoring of lighting and HVAC motors for three projects conducted for Central Power and Light Co. in Texas.
- Performed on-site data collection for the evaluation of the New Commercial Construction Program conducted for Portland General Electric Co. The on-site data were used to develop DOE-2 simulations.
- Performed on-site data collection of commercial buildings for the Saturation Study conducted for Southern California Edison Co.

Mr. Fouladi earned his M.S. degree in Mechanical Engineering from George Washington University and his B.S. in Mechanical Engineering from Howard University. He speaks Farsi as well as English.

Cyrus Davehlo is a Mechanical Engineer at ADM. For the past ten years, Mr. Davehlo has been a field engineer and trainer for the surveys of residential, commercial and industrial customers that ADM has conducted for Georgia Power, Alabama Power, Wisconsin Electric Power, Northern States Power, Portland General Electric, and many other utilities. He will be participating in on-site data collection and end use monitoring of lighting and supply fans. He has personally collected on-site data for over 1,500 buildings in the last ten years. In this work, he has collected data on industrial processes, HVAC and lighting systems in a wide variety of commercial and industrial facilities. Examples of specific projects that Mr. Davehlo has participated in include:

- Conducted on-site data collection for two major commercial saturation studies conducted for Florida Power and Light Co.
 - Conducted on-site data collection and energy audits of commercial buildings for El Paso Electric Co.
 - Conducted on-site data collection for non-residential buildings for two projects conducted for Northeast Utilities.
 - Conducted on-site data collection for energy audits conducted in Arkansas, Louisiana, Mississippi and Texas for Entergy Services Co.
-

Mr. Davehlo graduated from Florida Atlantic University with a B.S. degree in Mechanical Engineering. He speaks Farsi as well as English.

Mugimin Lukito is a Mechanical Engineer with ADM Associates, Inc. His responsibilities include site surveys, building energy end-use analysis, technical evaluation of energy conservation retrofits in commercial and industrial applications, and coordination of surveys for energy efficiency programs. Mr. Lukito is currently working on the retro-commissioning of the Arco Arena and Sacramento Airport Terminal A, sponsored by Sacramento Municipal Utility (SMUD). He is also currently responsible for coordinating surveys for the Residential Contractor Program (RCP) evaluation sponsored by PG&E, SDG&E and SCE. Prior to joining ADM, Mr. Lukito was working as a Graduate Assistant (GA) for the University of Notre Dame Industrial Assessment Center (NDIAC) while completing his post-graduate studies. The primary goal of this program sponsored by the U.S. Department of Energy was to provide free energy, waste and productivity assessment for small to medium size local manufacturing companies. In this capacity, he was responsible for coordinating site visits, managing ongoing projects and training new members. During his tenure at the NDIAC, he participated in more than 60 energy audits. He has also written numerous technical reports related to these assessments. Mr. Lukito earned a B.S. and M.S. in Mechanical Engineering from the University of Notre Dame. He speaks Chinese, Indonesian, and Malaysian as well as English.

Richard Burkhardt serves as the Senior Technical Editor and desktop publisher at ADM Associates, Inc. As technical editor, his responsibilities include copy-editing, graphic design and production for documentation, marketing materials, survey questionnaires, and web page layout and design for ADM projects. He is responsible for the production of a quarterly newsletter and accompanying website for the Southern California Gas Co. *Lodging Industry Education Program*. He was in charge of designing and publishing marketing materials for the Duct Efficiency Training Program, Upstream High-Efficiency Gas Water Heater program and several other energy efficiency marketing programs performed for California utilities. He was responsible for the production of a series of Commercial / Industrial site audit reports for Entergy Services, Inc. For Kansas City Power and Light Co. he developed automated templates using the data linking functions in Microsoft Word and Excel to generate site reports, and was responsible for final copyediting and cleanup of the reports. He has also performed similar work for projects for Southern California Edison Co. He is well versed in the advanced techniques for a wide variety of production software packages and web page design software, under multiple operating systems. Prior to joining ADM, he worked as a freelance editing assistant, performing editing,

graphic production and page layout for a series of operating manuals for computerized production equipment. Mr. Burkhart earned his B.A. degree in Communications from California State University, Fullerton.

Hoa Du serves dual roles as a computer programmer and a field engineer with ADM Associates. As a field engineer, he serves as an auditor in the Mobile Energy Clinic conducted by ADM for in Southern California for the California Public Utilities Commission, focusing on improving energy efficiency for small businesses by making no-cost/low-cost improvements for energy efficiency and by providing diagnostics of energy-using equipment for small businesses. Mr. Hoa's computer programming abilities include experience with programming languages such as C, C++, Visual BASIC, FORTRAN, Pascal, UNIX shell script building, Java, relational database design and SQL, 80X86 Assembler code, and web development languages including PHP, Perl and Javascript; experience with the UNIX, and Microsoft Windows, Windows-NT and DOS operating systems; hardware capabilities including TCP/IP, Cisco networking, LAN-WAN interconnection, Token Ring; and applications knowledge including the Microsoft Office series (Word, Excel, Access, Project, Publisher) and MS Visual C++, systems installation and troubleshooting, writing code and data entry. Mr. Du is a graduate of Golden West College.

Additional ADM field staff who will perform work on this project include:

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 - Ha Nguyen
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-

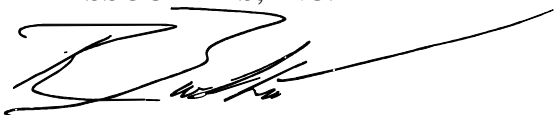
APPENDIX C: CERTIFICATE OF SERVICE

I hereby certify that, pursuant to the Commission's Rules of Practice and Procedure, I have this day served a true copy of *Statewide Nonresidential Hard-To-Reach Mobile Energy Workshops Outreach Program* on all parties identified on the attached service list. Service was effected by one or more means as indicated below:

- ☐ Placing the copies in properly addressed sealed envelopes and depositing such envelopes in the United States mail with first-class postage prepaid (Via First Class Mail);
- ☐ Placing the copies in sealed envelopes and causing such envelopes to be delivered by hand to the offices of each addressee (Via Courier);
- ☒ Transmitting the copies via facsimile, modem, or other electronic means (Via Electronic Means).

Executed this 2nd day of December, 2002 at Sacramento, California.

Richard Burkhart
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Proposal for Statewide Nonresidential Hard-to-Reach Mobile Energy Workshop Outreach Program

R.01-08-028

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